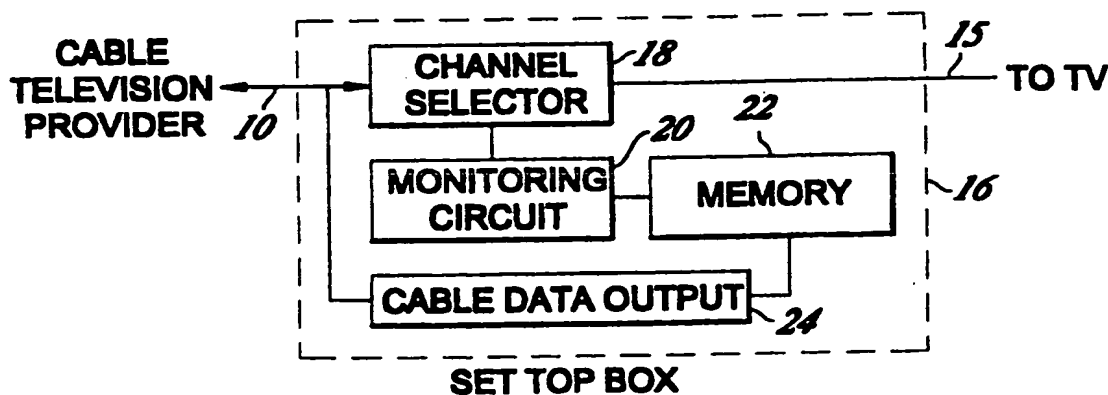


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(54) Title: AUDIENCE MONITORING AND REPORTING SYSTEM



(57) Abstract

An apparatus and method are disclosed for monitoring and reporting TV habits of TV viewers. In accordance with the invention, information representative of TV habits is monitored and stored within a TV (12) or set top box (16), controlled from a remote location such as a cable service provider location. Control signals may be communicated to the set top box (16) or TV (12) via RF or electrical connections, such as CATV wire (10). The information may be reported through the remote location by the same or alternate means, such as in an unused portion of the video signal bandwidth or, telephone line (11), or video frequency modem (30).